**Open Questions**

**2 Trends and Developments: Consumers’ Pursuit of Happiness**

**Question 1**

Write an argumentation based on one of the following statements about ‘trends and developments: consumers’’ pursuit of happiness’. Use at least five reliable sources to support your argumentation. Obviously, you include source references in accordance with the APA standards.

* The popularity of events will only increase in the coming years because the economy is developing in the direction of a ‘happiness economy’ or ‘transformation economy’.
* Events are more than just live encounters.
* The experience concept is subject to devaluation, which means that the events sector will have to look for new concepts.
* Sustainability is an important trend that will have major consequences for the events sector.

**Question 2**

Choose an organisation (city, company or foundation) and conduct a scenario study that results in four future scenario alternatives in the area of events. In this process, use the seven steps of scenario research. The result is a coordinate system based on two dominant trends. This will produce four different scenario alternatives.